

ARTICLE VIII. SIGN REQUIREMENTS*

***Editor's note:** Section 1 of Ord. No. 2260, adopted July 18, 1989, specifically repealed former Art. VIII, §§ 8.100--8.500, and § 2 of the ordinance enacted a new Art. VIII, to read as set out in §§ 8.100--8.614. Prior to repeal, Art. VIII pertained to similar provisions and derived from Ord. No. 455, originally adopted June 17, 1969; Ord. No. 1418; Ord. No. 1917, § 1, adopted Oct. 7, 1986; Ord. No. 1950, § 1, adopted July 6, 1987; and Ord. No. 2034, § 1, adopted July 19, 1988.

Cross references: Nuisance abatement relative to building exteriors, § 18-6; signs in Scottsdale Mall, § 20-116; encroachment of identification and directional signs in public ways, § 47-78.

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Sec. 8.100. ADMINISTRATION.

Sec. 8.101. Purpose.

I. It shall be the purpose of this chapter to promote and protect the general health, safety, welfare and community environment by establishing a comprehensive system for the regulation on all advertising devices, displays, signs and their housing, structure or form, while maintaining or improving economic stability through an attractive sign program. It is also the purpose of this chapter to protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs within the city; to protect pedestrians and motorists of the City of Scottsdale from damage or injury caused, or partially attributable to the distractions and obstructions caused by improperly situated signs; to promote the public safety, welfare, convenience and enjoyment of travel and the free flow of traffic within the City of Scottsdale.

II. It is also the intent of this chapter to enhance or create a more attractive and meaningful business climate; to promote and aid the city's important tourist industry; to enhance, protect, and maintain the physical and natural beauty of the community including its scenic preserves; to

preserve the beauty and unique character of the City of Scottsdale, and to ensure that signage is clear, compatible with the character of the adjacent architecture and neighborhoods and provides the essential identity of, and direction to, facilities in the community.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.102. Requirement of conformity.

No sign, for which a permit is issued after the effective date of this ordinance, may be placed or maintained in the city except as provided herein. All signs maintained contrary to the provisions of this article are declared to be nuisances, and as such may be abated as provided by law.

(Ord. No. 2260, § 2, 7-18-89)

Cross references: Nuisances, Ch. 18.

Sec. 8.103. Nonconforming signs.

I. Reasonable repairs and alterations, including changes to the face, color, and letters, may be made to nonconforming signs.

II. If a nonconforming sign

A. Is changed structurally;

B. Is damaged in excess of fifty (50) percent of the replacement cost, established by a qualified appraiser; or

C. Is temporarily or permanently removed by any means, including an act of God,

then such sign may be restored, reconstructed, altered, or repaired only in conformance with the provisions of this ordinance.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.104. Penalties for violations.

Any person, firm or corporation violating any provisions of this article, or failing to comply with any order or regulation made hereunder, shall be guilty of a misdemeanor and subject to the penalty provisions of Section 1.1300 of the zoning ordinance.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.105. Revocation of permits.

The general manager shall have the authority to revoke any permit authorizing the erection of a sign which has been constructed or is being maintained in violation of the permit.

I. Notice of the general manager's decision to revoke a sign permit shall be served upon the holder of the permit:

(a) By delivering in person a copy of the notice to the holder of the permit, or to one of it's officers, or

(b) By leaving a copy of the notice with any person in charge of the premises, or

(c) In the event no such person can be found on the premises, by affixing a copy of the notice in a conspicuous position at an entrance to the premises and by the certified mailing of another copy of the notice to the last known post office

address of the holder of the permit.

II. The holder of the permit may appeal the decision of the general manager to revoke the permit to the Board of Adjustment, in writing, within fifteen (15) days from the date when the notice was served.

III. If no appeal has been taken at the end of fifteen (15) days, the permit is revoked. The general manager shall then initiate the process for the removal of the illegal sign.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.106. Removal of signs.

I. The general manager is hereby authorized to require removal of any illegal sign.

A. Before bringing an action to require removal of any illegal sign, the general manager shall give written notice to the owner of the sign or the owner of the premises on which such sign is located. The notice shall state the violation charged, and the reasons and grounds for removal, specifying the deficiencies or defects and what repairs, if any, will make the sign conform to the requirements of this ordinance, and specify that the sign must be removed or made to conform with the provisions of this ordinance within the notice period provided below.

Service of notice shall be made personally on the owner or lessee, or by certified mail addressed to the owner or lessee at the address specified in the permit or the last known address.

B. Notice period.

1. The notice period for permanent signs shall be ten (10) days.
2. The notice period for temporary signs shall be forty-eight (48) hours.
3. Reerection of any sign or substantially similar sign on the same premises after a compliance notice has been issued shall be deemed a continuation of the original violation.

C. If the owner or lessee of the premises upon which the sign located has not demonstrated to the satisfaction of the general manager that the sign has been removed or brought into compliance with the provisions of this ordinance by the end of the notice period, then the general manager shall certify the violations to the city attorney for prosecution, under Sections 1.1301 and 1.1302.

II. Removal. The general manager may remove any illegal temporary sign which is maintained or reerected after the expiration of the notice period, if the owner or lessee of the premises has been issued a compliance notice at least once before for the same violation involving the same or a similar sign.

III. Notwithstanding the above, the general manager may cause the immediate removal or repair (without notice to the owner of the sign, or of the property on which it is located) of any unsafe or defective sign or signs that creates an immediate hazard to persons or property.

IV. The costs of removal or repair of a sign by the city shall be borne by the owner of the sign and of the property on which it is located; and an action for recovery thereof may be brought by the city attorney.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.107. Liability for damages.

The provisions of this ordinance shall not be construed to relieve or to limit in any way, the responsibility or liability of any person, firm, or corporation which erects or owns any sign, for personal

injury or property damage caused by the sign; nor shall the provisions of this ordinance be construed to impose upon the City of Scottsdale, its officers, or its employees, any responsibility or liability by reason of the approval of any sign under the provisions of this ordinance.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.108. Affect of amendment on pending suits.

The amendment of this ordinance shall not:

- (1) Affect suits pending or rights existing immediately prior to the effective date of this ordinance, or
- (2) Impair or avoid or affect any grant or conveyance made or right acquired or cause of action now existing under any such amended ordinance or amendment thereto, or
- (3) Affect or impair the validity of any bond or other obligation issued or sold in constituting a valid obligation of the issuing authority immediately prior to the effective date of this ordinance.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.109. Enforcement officer.

The general manager shall have the authority to enforce this ordinance, and to make all inspections required to ensure such enforcement, and to hear appeals of all decisions relating to the *Uniform Building Code* and the *National Electrical Code*.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.200. DEFINITIONS.

(Note: Graphics in definition section added with 7-TA-2002)

Abandoned sign. A sign located on a property or premises which is vacant and unoccupied for a period of three (3) months, or a sign which is damaged, in disrepair, or vandalized and not repaired within thirty (30) days of the date of the damaging event.

Airport. Those areas included within the perimeter fence of the Scottsdale Municipal Airport property.

Animation. The movement or the optical illusion of movement of any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign; the movement of a sign set in motion by the atmosphere. Time and temperature devices shall be considered animated signs. Banners and flags shall be exempted from this definition.

Applicant. A person or entity who applies for a sign permit in accordance with the provisions of this ordinance.

Architectural sign. A sign incorporated into an architectural element such as an archway, fountain or sculptured garden which is integrated with, but subordinate to, the overall architectural element.

Area of sign. In the case of individual letters used as a sign, the area is ninety (90) percent of the area enclosed within the smallest regular geometric figure needed to completely encompass all letters, insignias or symbols of the sign, including horizontal spacings between letters, insignias or symbols, except as otherwise provided herein.

For signs other than individual letters, words, insignias or symbols, the area is the total area of

the facing or the total area within the outer edge of any existing border of the sign.

GRAPHIC LINK: [Area of Sign](#)

Arterial (street). Those lengths of streets so classified on the City of Scottsdale's General Plan.

Automated teller machine directional sign. A traffic directional sign which is used to direct pedestrian or vehicular traffic on a parcel to the location of an automated teller machine.

Automated teller machine sign. Any sign located on or architecturally associated with the exterior face of an automated teller machine.

Awning sign. Signs which are placed on or integrated into fabric or other material canopies which are mounted on the exterior of a building.

Banner. A rectangular shape of fabric or other suitable material which is attached or suspended at two (2) ends or continuously across the long side. Attachment or suspension may be from buildings and/or poles.

Banner, decorative. A banner which contains no text.

Banner, public information. A banner which displays graphics and limited text regarding a special event.

Building front foot. The maximum width of the projected building elevation measured on a straight line parallel to the street if the building is within one hundred and fifty (150) feet of the street and visible from the street or a straight line parallel to the face of the building which has the primary entrance. In the event that a building fronts on two (2) or more streets, the property owner shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area.

GRAPHIC LINK: [Building front foot](#)

Building identification. The name of a building or of a tenant or occupants occupying at least thirty (30) percent of the building or sixty (60) percent of the first floor, which is placed on the building, or on a freestanding sign.

Building wall. The individual sides of a building.

Business entrance identification. A sign adjacent to, or on the entrance door of, a business containing the business name and such other appropriate information as store hours and telephone numbers.

Business front foot. The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.

GRAPHIC LINK: [Business Front Foot](#)

Business name. The name by which a business is commonly recognized and used by the applicant. The applicant shall provide stationery or other supporting documents illustrating the use of the business name or verification of the official business license or tax name. Slogans or product information shall not be considered as the business name.

Cabinet. A three-dimensional structure which includes a frame, borders and sign panel face and may include internal lighting upon which the sign letters and logos are placed or etched, and is architecturally integrated with the building.

Change panel. A sign designed to permit immediate change of copy with language other than the name of the business.

Commercial district. A group or cluster of retail shops, offices or industrial buildings which share common parking, landscaping, and/or frontage, have a property owners association and have a name which is generally understood by the public to refer to the group or cluster.

Common building entrance. In a multitenant building, an entrance leading to a common lobby, atrium, patio and/or elevator foyer.

Community sign district. A group of businesses in a specified area in the city which have been organized into a coordinated group for the purpose of common signage and signage control.

Comprehensive sign program. A sign program submitted under the guidelines of a community sign district intended to encourage flexible signage opportunities which is greater than that allowed in underlying zoning district.

Contractor or subcontractor signs. The temporary signs which identify the contractor or subcontractor engaged in the construction, reconstruction or repair of a building or buildings on a lot or parcel of property.

Development sign. A sign used to identify an approved future development.

Directory sign. A sign which provides a listing of the names of businesses, activities, addresses, locations, uses or places within a building or complex of buildings for the purpose of identification only.

GRAPHIC LINK: [Directory Sign](#)

Entryway sign. A sign which is placed on the perimeter of a recorded subdivision, townhouse project, commercial district, master planned community, hotel, motel or guest ranch at a major street or driveway entrance to identify the name of the interior project. Such signs may flank both sides of the entrance and may include ground or landscape wall sign types.

Fascia. A parapet-type wall used as part of the face of a flat roofed building and projecting not more than six (6) feet from the building face immediately adjacent thereto. Such a wall shall enclose at least three (3) sides of the projecting flat roof and return to a parapet wall or the building.

GRAPHIC LINK: [Fascia](#)

Flag. A fabric sheet of square, rectangular or triangular shape which is mounted on a pole, cable or rope at one (1) end.

Flag, decorative. A flag which contains no text or graphics.

Freestanding sign. A sign that is not attached to any building.

Fuel change panel price sign. A sign used to identify the current price(s) of fuel as required by state law.

General manager. The city's planning and zoning general manager or designee.

Grand opening. The introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement, introduction or promotion of an established business changing ownership. A business qualifies for a grand opening sign when it has been closed to the public for a period of thirty (30) days (as indicated on a new Scottsdale Business License).

Grand opening sign. A temporary banner sign which calls attention to the opening of a new business.

Ground level. The finished grade of the adjacent street curb or where there is no street curb, six (6) inches above street grade. In areas within the hillside district, ground level shall be the existing natural grade.

Ground sign. A freestanding sign that is architecturally integrated with the building with individually mounted letters and logos only. This sign shall be built with continuous background surface built from the ground up.

Height. The distance from ground level to the top of the sign structure.

Identification sign. A building wall, landscape wall, ground sign or temporary sign used to present the name of a major residential project, master planned community or master planned community information center.

Illegal sign. Any sign erected without first obtaining an approved sign permit, other than nonconforming signs.

Indirect lighting. A source of external illumination located away from the sign, which lights the sign, but which is itself not visible to persons viewing the sign from any street, sidewalk or adjacent property.

GRAPHIC LINK: [Indirect Lighting](#)

Individual letters. A cut-out or etched letter or logo which is individually placed on a landscape, screen wall, building wall or ground sign.

Information center. A facility in a master planned community which provides information, displays and guides for visitors in order to direct, to promote and sell projects within the master planned community.

Internal lighting. A source of illumination entirely within the sign which makes the contents of the sign visible at night by means of the light being transmitted through a translucent material but wherein the source of illumination is not visible.

Internal/indirect lighting. A source of illumination entirely within an individual letter, cabinet or structure which makes the sign visible at night by means of lighting the background upon which the individual letter is mounted. The letters are opaque, and thus are silhouetted against the background. The source of illumination is not visible.

Landscape wall sign. A freestanding sign architecturally integrated with the building, mounted on a screen or perimeter wall and having individual letters. The sign is mounted on, or to, a wall, pole or base which may or may not be an attachment or extension of a building wall.

Logo. A graphic symbol representing an activity, use or business. Permitted logos shall be registered trademarks or symbols commonly used by the applicant, and may include graphic designs in addition to lettering. Applicant shall provide stationery or other supporting documents illustrating use of logo.

Maintenance. The replacing or repairing of a part or portion of a sign necessitated by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of said copy.

Master planned community. A project of at least one hundred sixty (160) acres which is planned, developed or closely coordinated with a unified character and land use scheme, and having a master property owners association which includes all lands within the master planned community.

Master sign program. A specific set of design standards established for the purpose of unifying a variety of signs associated with a multi-tenant or multi-use building or complex of buildings.

Medical facilities. Major campuses or buildings which include public, private or research hospitals, nonprofit or research clinics, or emergency care centers.

Menu sign. A temporary sign used to inform the public of the list of dishes, foods or entrees available in a restaurant and may include the corresponding prices.

Mid-size monument sign. A free-standing cabinet or panel sign architecturally integrated with the project or building design mounted on, or within a base which is detached from any building which has a greater area and height than a monument sign and has less height than a tower sign.

Modifiers. A word describing uses and activities other than the business name.

Monument sign. A freestanding cabinet or panel sign mounted on, or within a base (above grade), which is detached from any building.

Multiple tenant commercial building. A commercial development in which there exists two or more separate commercial activities, in which there are appurtenant shared facilities (such as parking or pedestrian mall), and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a multiple tenant commercial building may, but

need not, include common ownership of the real property upon which the center is located, common-wall construction, and multiple occupant commercial use of a single structure.

Nameplate. A small sign which identifies a resident's or home's name and address or the name of a farm, ranch or commercial stable. Such signs may be shingle, building wall, or archway-mounted signs.

Nonconforming sign. Any sign which is not allowed under this ordinance, but which, when first constructed, was legally allowed by the City of Scottsdale or the political subdivision then having the control and regulation over construction of signs.

Occupancy. A purpose for which a building, or part thereof, is used or intended to be used.

Off-premise sign. A sign which is located on property other than where a business is located, the product is sold, or the service is offered.

On-premise development sign. A development sign located on the property/parcel under development.

Outdoor type business. A business all or most of whose business is conducted, or items displayed, in an open area subject to the regulations of the Scottsdale zoning ordinance.

Panel. A two-dimensional visual background behind the sign letters and logos which is visually separated from the mounting upon which the sign letters and logos is placed by the presence of a border, different colors, different materials, or other technique of visual framing around the letters or logo.

Pan-formed letter. An individual letter which is three-dimensional and is constructed by means of a three-sided metal channel. The open side of the channel may face a wall or be faced with a translucent panel which is placed away from the wall.

Parapet wall. That portion of a building exterior wall projecting above the plate line of the building.

Permanent sign. Any sign which is intended to be lasting and is constructed from an enduring material such as masonry and metal which remains unchanged in position, character, and condition (beyond normal wear), and is permanently affixed to the ground, wall or building, provided the sign is listed as a permanent sign in the ordinance.

Plate line. The point at which any part of the main roof structure first touches or bears upon an external wall.

GRAPHIC LINK: [Plate Line](#)

Political signs. A sign pertaining to a candidate for public office, a governmental issue, political party, or relating to views about social, economic, or governmental relationships.

Projected building face. A calculation of the maximum lineal footage of the building front times the maximum height of the building.

Projected elevation area. The total area of the building face as projected to an imaginary plane parallel to the primary direction of the building face.

Public property. Unless otherwise expressly provided, public property means any and all real or personal property over which the city or other governmental entity has or may exercise control, whether or not the city owns the property in fee, and it includes, but is not limited to public buildings, public streets, alleys, sidewalks, rights-of-way and improved or unimproved land of any kind and all property appurtenant to it.

Required landscaping. The specific area (on site) to be landscaped at the base of the freestanding sign.

Residential entry sign. A sign that is placed at the entrance to a multifamily and duplex development, manufactured home park, or single-family development only in order to identify the name of the development.

Roof line. The highest point of the main roof structure or the highest point on a parapet but shall not include cupolas, pylons, projections or minor raised portions of the roof.

Sales, lease and rent signs. signs which indicate that a premises, building or vacant lot is currently for sale, lease or rent.

Scenic corridor. A specific, required landscape setback located along certain major streets, and identified in the city's General Plan.

Semi-permanent sign. A sign constructed of material more permanent than cloth, canvas, cardboard, or other like materials, but which is not constructed of permanent materials such as masonry or metal. A semi-permanent sign is intended to be displayed for a period of time longer than that of a temporary sign and is displayed for a specified time.

Shingle sign. A sign suspended from a roof overhang of a covered porch or walkway which identifies the tenant of the adjoining space.

Sign. Any device for visual communication which is used or is intended to attract the attention of the public, when the display of this device is visible beyond the boundaries of the public or private property upon which the display is made.

The term "sign" shall not include any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaques of any governmental jurisdiction or agency.

Sign budget. The total cumulative sign area for all types of signs allowed to a parcel or project.

Sign wall. Any surface (excluding windows) of a building within twenty-five (25) degrees vertical. Signs on a wall shall be limited to business identification and approved modifiers.

Special event. A promotional event such as, but is not limited to; bazaars, street fairs, shows, exhibitions, sporting events, runs, bicycling events, and block parties. This does not include sidewalk sales occurring on private property where merchandise normally sold indoors, and is transferred from indoor to outdoor for sale.

Sum total sign area. Aggregate area of all signs for any individual use (excluding traffic directional signs). In every event, computation of allowable sign area includes all existing signs on the premises, whether such signs be conforming or nonconforming unless specifically excepted by the terms of this ordinance.

Temporary sign. Any sign, banner, pennant, or valance constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials. Any sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only.

Tower sign. A freestanding cabinet or panel sign architecturally integrated with the building having a minimum height of ten (10) feet to the bottom of the sign. The sign base shall be constructed not to exceed fifty (50) percent of the open space beneath the cabinet or panel.

GRAPHIC LINK: [Tower Sign](#)

Traffic directional sign. Signs used at driveways to improve public safety and to enhance public access to the site from public streets. This sign provides information which will assist the operators of vehicles in the flow of traffic. Such signs may use names, logos, or symbols of buildings, businesses, activities, uses or places as a means of direction.

Type I district. That area classified in the downtown section of the City of Scottsdale's General Plan.

Window sign. Any poster, cut-out letters, painted text or graphics, or other text or visual presentation affixed to or placed behind a window pane which is placed to be read from the exterior of a building.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.300. PROCEDURES.

Sec. 8.301. Development Review Board approval.

I. Development Review Board or designee approval shall be obtained for signs as provided in Article 1, Section 1.900. In those cases where a sign permit is required, Development Review Board or designee approval shall be obtained before any sign permit can be issued.

II. The Development Review Board shall review and render a decision for sign code exception requests relating signage design, and to the placement of signs on a new multi-tenant building as provided in Sections 8.403 and 8.405. In no case shall the total sign area increase for the property.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.302. Sign programs.

I. Master sign program.

A. The purpose of the master sign program is to provide design compatibility for all signs and to integrate the signs with the architectural features of the multi-tenant building or complex of buildings.

B. Submittal requirements: The property owner(s) or designated agent shall submit an application with a specific set of design standards, including but not limited to, letter and logo sizes, letter style, colors, texture, lighting methods, sign type and architectural features.

C. Upon approval of the master sign program by the development review board or designee, all signage contained within the limits of the property, regardless of ownership or tenancy, shall comply with the design standards established by the program.

II. *Community sign district.* The community sign district provides for a comprehensive sign program which is intended to encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development, provide adequate identification and information, provide a good visual environment, promote traffic safety and are regulated to the extent necessary to be consistent with the purpose and intent of this sign ordinance as specified in Section 8.101.

A. Property owners may form a community sign district to propose and maintain a comprehensive sign program for additional signage as provided in this section. The comprehensive sign program established under this Section 8.302.II., may allow signage which in size and total sign budget exceeds the maximum otherwise allowed by no more than twenty (20) percent. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

1. A community sign district may be formed by petition of at least seventy-five (75) percent or more of the affected property owners in the district.

2. The Development Review Board may approve a comprehensive sign program in commercial centers, industrial centers, resorts, and hospitals with gross leasable areas in excess of three hundred thousand (300,000) square feet or planned districts fifteen (15) acres or greater.

3. The comprehensive sign program shall include a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs, and sign material.

4. A community sign district shall coordinate the preparation and submission of the comprehensive sign program and shall be responsible for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

B. The city may establish a comprehensive sign program for redevelopment areas and redevelopment sub-areas. The program shall consist of a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs and sign material. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

1. The comprehensive sign program may include architectural signs in accordance with the following:

- a. Such signs shall be installed at major entrances to the redevelopment district, or the redevelopment sub-area.
- b. The text shall be limited to the overall identification of the redevelopment area or the redevelopment sub-area.
- c. The maximum sign area for such sign shall be sixty (60) square feet.
- d. The maximum height shall be twenty (20) feet.
- e. The maximum number of signs per architectural element shall be one (1) sign.
- f. The maximum letter height for each architectural sign shall be two (2) feet.

2. The comprehensive sign program may include banners in accordance with the following:

- a. The banners shall identify the redevelopment area or the redevelopment sub-area.
- b. The banners shall be of new material and may be permanent, subject to Development Review Board approval of a maintenance program.

3. The comprehensive sign program may include freestanding directory signs designed as architectural elements identifying businesses and points of interest in accordance with the following:

- a. The maximum sign area shall be fifteen (15) square feet.
- b. The maximum height shall be seven (7) feet.

4. The comprehensive sign program shall be approved by the city council and the Development Review Board. The city shall coordinate the preparation and submission of the comprehensive sign program. The application shall detail the responsibility for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

C. No sign identified in this section shall be placed upon real property without the consent of the real property owner, nor shall such sign be placed in any public right-of-way without first securing any required encroachment permit(s).

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.303. Requirement of permit.

I. A sign permit shall be required before the erection, reerection, construction, alteration,

placing, or installation of all signs regulated by this ordinance. Where signs are illuminated electrically, a separate electrical permit shall be obtained as required by the *National Electrical Code* of the City of Scottsdale.

II. A permit shall not be required for the following signs, provided however, that such signs shall be subject to any and all applicable provisions of this ordinance, including Development Review Board approval, or approval by the general manager.

A. Nameplate signs.

B. Any sign four (4) square feet or less in area not otherwise prohibited by this ordinance.

C. Repainting without changing wording, composition, or colors; or minor nonstructural repairs, (except electrical repair).

D. Relocation of sign as required by city.

E. Signs erected during the Christmas holidays as identification of temporary sales areas for Christmas trees and other holiday oriented items shall not be erected before Thanksgiving Day and shall be removed prior to New Year's Day.

F. Political signs, as permitted in Section 8.607.

G. Signs not visible from off public or private property or business.

H. Window signs on the inside of the window.

I. Automated teller machine signs defined in Section 8.522.

J. Signs for municipal use.

III. Nothing contained herein shall prevent the erection, construction, and maintenance of official traffic, fire and police signs, signals, devices and marking of the State of Arizona and the City of Scottsdale, or other competent public authorities, or the posting of notices required by law.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.304. Permit application and expiration.

I. To obtain a permit the applicant shall file an application on a form furnished by the city. The application shall contain the location by street and the sign contractor's license and phone number. All applications shall be accompanied by the written consent of the owner, lessee, agent or trustee having charge of the property on which the sign is proposed. The applicant shall pay a plan review fee at the time when the sign application is filed.

II. Two (2) copies of plans and specifications shall be submitted with each application. One (1) copy shall be returned to the applicant at the time the permit is granted. The plans shall include complete details about the size of the sign, the method of attachment or support, locations and materials to be used, and the name, address, and profession of the person designing the plans and specifications. If the general manager determines that the sign will be subject to excessive stresses, additional data shall be required, showing that supporting surfaces and other members of an existing building to which the sign is to be attached are in good condition and are adequately strong to support the load, including the proposed sign.

III. Upon plan review and approval a sign permit shall be issued by the general manager and a fee collected. Such permit shall expire by limitation and become null and void, if the work authorized by such permit is not completed within one hundred twenty (120) days from the date of such permit. Before such work can be recommenced, a new permit shall be first obtained so to do, and the fee therefor shall be one-half (1/2) of the amount required for a new permit for such work, provided no changes have been made or will be made in the original plans and specifications for such work.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3378, § 1, 6-4-01)

Sec. 8.305. Permit fees.

I. The owner of a nonconforming sign which has been removed or brought into conformance shall not be required to pay a permit fee in order to obtain a permit for a replacement sign.

II. Where work for which a permit is required by this ordinance is begun before a permit has been obtained, the fees above specified shall be doubled, but the payment of such double fee shall not relieve any persons from complying fully with the requirements of this ordinance in the execution of the work or from any penalties prescribed herein.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2287, § 1, 6-5-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2663, § 1, 6-6-94; Ord. No. 3378, § 1, 6-4-01)

Sec. 8.306. Construction requirements.

I. *Uniform Building Code and National Electrical Code.* All signs shall be both electrically and structurally designed and constructed in conformance with both the *National Electrical Code* and the *Uniform Building Code* of the City of Scottsdale.

II. *Lighting.* Signs may be illuminated unless otherwise specified. Illumination may be either by direct, internal, or internal indirect as allowed herein, and shall be so installed as required in Section 7.602 and so as to avoid any glare or reflection into any adjacent property, or onto a street or alley or so as to create a traffic hazard as prohibited in Section 7.602.

III. *Fire zone.* All permanent signs erected in commercial zones shall have structural members of noncombustible materials. Nonstructural trim may be of wood, metal, approved plastics or any combination thereof. All awning material on which a sign is attached shall have prior approval of the fire chief.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.307. Inspections.

All signs for which a permit is required shall be subject to the following inspections:

I. Footing inspection on all freestanding signs. However, the general manager may waive the required inspection for signs five (5) feet or less in height.

II. Electrical inspection on all illuminated signs.

III. Inspection of braces, anchors, supports and connections and wall signs.

IV. Site inspection to insure the sign has been constructed according to approved application and valid sign permit.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.308. Inspection markings.

I. *Permanent signs.* All permanent signs regulated by this ordinance shall be marked with the maker's name and the person or firm erecting such sign, the date of installation, and the permit number. This marking shall be permanently placed on the exterior surface of the sign in a location where the information will be readily visible, legible and accessible for inspection after installation and erection.

II. *Temporary signs.* Temporary signs shall be marked by a sticker furnished by the city.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.309. Maintenance.

Each sign shall be maintained in good order and repair at all times so that it does not constitute any danger or hazard to public safety, or a visual blight, and is free of peeling paint, major cracks, or loose and dangling materials.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.310. Prohibited lighting and movement.

I. *Lighting.* No flashing, blinking, or rotating lights, exposed neon or similar tube type illumination, bare incandescent, fluorescent, metal halide, or high or low pressure sodium light bulbs shall be permitted for either permanent or temporary signs. In no case shall mercury vapor light sources be used.

II. *Action signs.* No sign shall be permitted which moves by any means except flags as allowed in this ordinance.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.311. Required signs.

Every building or group of buildings must be identified by a street number. This sign shall not be computed as part of the total sign area permitted.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.312. Location requirement.

I. *Obstruction of exits.* No sign shall obstruct any door, window or fire escape of any building.

II. *Traffic hazards.* No sign shall be erected in such a way as to interfere with or to confuse traffic, to present any traffic hazard, or to obstruct the vision of motorists.

The general manager shall require that the sign be placed in a different location or that the sign be set back in order to comply with this requirement.

III. *Construction in public right-of-way.* No sign may be erected or maintained in the public right-of-way unless an encroachment permit has first been obtained for the sign.

IV. *Signs on vehicles.* No sign shall be erected or attached to any vehicle except for signs painted directly on the surface of the vehicle unless otherwise permitted by the City Code. The primary use of such vehicles shall be in operation of the business and not advertising or identifying the business premises. The vehicle shall be parked in a designated parking space, but shall not be parked in the right-of-way.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.400. GENERAL REQUIREMENTS.

Sec. 8.401. Sign lighting.

All permanent signs may be nonilluminated or illuminated by internal, internal indirect or by indirect lighting unless otherwise specified.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.402. Sign faces.

All signs may be multifaced.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.403. Business identification.

Business identification signs shall identify the individual business. In those cases where the principal service is not identified by the business, that principal service may be identified through the use of modifiers in addition to the business name. All business identification for the same business shall be consistent on all signs except as noted in Section 8.525. Tenants in a multiple tenant building, without street frontage, may in addition to a building wall sign have their business identification placed on a landscape wall. The business identification sign on the landscape wall shall be limited to one (1) sign per tenant and a maximum sign area of ten (10) square feet. In no case, shall the total sign area of the landscape wall signs exceed one (1) square foot for each one thousand (1,000) square feet of gross floor area of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2514, § 1, 12-15-92; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.404. Building or complex identification.

A multiple tenant project may have a name identifying the building or complex on the building and on a freestanding sign in addition to identifying the building or complex, mid-size monument and tower signs may include no more than three (3) tenant names.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.405. Wall signs.

A wall sign which identifies a business must be placed on the wall of the business which the sign identifies except as allowed in Section 8.403. No wall sign shall be larger than two hundred fifty (250) square feet, except as restricted in Section 8.501.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.406. Sign character.

The maximum height of any sign character on a cabinet sign shall be six (6) feet, except as allowed individual letters noted in Section 8.414.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.407. Sign area.

The minimum distance between the top of the freestanding sign structure and the sign copy shall be six (6) inches.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.408. Freestanding sign.

- I. Traffic hazard: A freestanding sign shall be placed in a manner so not to interfere with traffic in any way, or to confuse traffic, or to present any traffic hazard.
- II. Street placement: All freestanding signs shall be parallel or perpendicular to the street unless otherwise required by the city.
- III. Curb setback: All freestanding signs except temporary freestanding signs shall be set back a minimum of fifteen (15) feet from back of street curb or signage will comply with sight distance triangles when physical conditions prohibit compliance with the fifteen (15) feet setback.
- IV. All specified uses within this ordinance whose building is detached and part of a multitenant complex will be allowed the option of having a freestanding sign.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.409. Traffic directional signs.

These are freestanding signs and are allowed for all uses. The sign area for such signs shall not be included when calculating the sum total of sign area for a use. Sign shall be limited to business name, logo, directional arrow and copy to read "Enter" or "Exit" only. Driveways with special uses such as deliveries, drive-thru, employee parking or public only will require Development Review Board approval.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.410. Off-premise traffic directional signs.

These signs are prohibited absolutely with the exception of hotels with one hundred (100) or more rooms, which does not abut a major arterial street. Such signs shall be installed on private property, and may contain the business name, logo, and/or directional arrow. Such signs shall be installed within one (1) mile of the site and all these signs require Development Review Board approval.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.411. Scenic corridor.

The following conditions shall apply to the placement of signage within a scenic corridor:

- I. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all signs which are permitted within a scenic corridor. Signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
- II. *Placement:* No signs except temporary signs shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
- III. *Signs allowed:* All types of signs allowed by this ordinance may be placed within a scenic corridor, except monument signs, which are not allowed.
- IV. *Sign height:* The maximum height of signs within the scenic corridor shall be

eighteen (18) feet except under one of the following conditions:

- A. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be raised by two (2) feet.
- B. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.
- C. In no case shall both of the previous conditions apply to the same sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.412. Awning signs.

Signs may be permitted on awnings if the following conditions have been met:

- I. The Development Review Board has determined that the awning is compatible with the color, architectural character and design of the building upon which the awning is mounted, that the location is appropriate, and that the materials used are safe and durable.
- II. If the awning is mounted on a multitenant building, the awning sign shall comply with the approved master sign program in color, size, material, and letter style.
- III. The maximum area the awning sign shall cover is twenty (20) percent of the total front face area of the awning or the maximum building front foot allowed for the use, whichever is less.
- IV. If sign letters or logos are placed on the awning valance, no letters or logos may be placed elsewhere on the awning.
- V. If sign letters or logos are placed on the awning, only the face area of the letters or logos may be illuminated. All illumination must be internal behind the surface of the awning.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.413. Change panel signs.

A change panel sign shall be used exclusively for the purpose of advertising dramatic or musical entertainment, motion pictures, special events, and convention activities which occur on the premise. However, change panel price signs shall only identify the current price(s) of fuel sold and cost of the car wash service provided by the use.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.414. Individual letters.

The maximum height of any individual letter is six (6) feet, except in the case on a wall sign where the business name is a combination of upper and lower case letters. In this case, the maximum height for the individual letter may be eight (8) feet, provided that the average height of all individual letters does not exceed six (6) feet and the business name does not exceed the maximum sign area allowed by ordinance. Individually mounted script words may be allowed. In no case shall visible raceways be allowed.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.415. Modifiers.

Modifiers may be used on building wall, ground, and, monument signs and shall be identical for each sign. The maximum height of modifiers shall be subordinate to the vertical letter height of the business name. Such sign shall be included when computing the sum total sign area allowed for each use.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.416. Directory signs.

Such signs are used to guide pedestrians to individual businesses as specified in Sections 8.500 and 8.510.

- I. Directory signs may be placed only on the site of the development.
- II. Directory signs shall be erected only in internal pedestrian access areas except for parking lots where they may be installed adjacent to vehicular access areas provided their location has been approved by the Development Review Board.
- III. Directory signs are to be used for the purposes of direction and identification only.
- IV. Directory signs may be nonilluminated, or illuminated internally or by indirect lighting.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.417. Window signs.

Such signs placed within three (3) feet of the window pane shall be considered a window sign. Window signs may be internally illuminated only with the use of exposed neon lighting. There shall be a maximum of one (1) sign per use and such sign shall be limited to nine (9) square feet per window panel. The sign area shall be calculated against the square footage allowed the use. Sign copy shall be limited to business identification and a graphic symbol or any combination thereof. In no case shall product signs be allowed.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.418. Special events.

Sign permits for special events shall be limited to forty-eight (48) cumulative days per calendar year per property.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.419. Capital improvement projects.

Sites which result in a reduction in setback for the benefit of capital improvement projects shall be allowed the same signage opportunities otherwise allowed the use.

(Ord. No. 2278, 2-20-90)

Sec. 8.500. PERMANENT SIGNS ALLOWED.

Sec. 8.501. Unspecified uses in C-1, C-2, C-3, C-4, C-S, D, PNC, PCC, PCoC, PCP and PRC.

Unspecified uses in C-1, C-2, C-3, C-4, C-S, D, PNC, PCC, PCP and PRC are allowed signs as follows:

I. *Individual Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. When the wall on which the sign is placed is more than two hundred (200) feet from any public right-of-way the maximum sign area for each one (1) lineal foot of building wall shall be one and one-half (1 1/2) square feet.
4. The maximum size of any wall sign shall be:
 - a. In the downtown type 1 district..... 40 square feet
 - b. In other districts in this section..... 250 square feet
5. The maximum sign height on a building shall be three (3) stories.
6. No part of a building wall sign shall extend above a roof line.
7. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
8. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Shingle signs.*

1. Such sign shall be suspended from a roof overhang, covered walkway, covered porch, open lattice walkway, or attached to a building wall fascia.
2. Such sign shall identify the business.
3. No part of a suspended sign shall extend beyond the edge of the overhang.
4. Such sign shall be on or adjacent to the business the sign identifies.
5. The maximum number of such signs perpendicular to the business front shall be one (1) sign.
6. The maximum number of such signs parallel to the business front shall be one (1) sign.
7. Suspended signs shall maintain a minimum clearance between the bottom of the sign and the nearest grade or sidewalk of seven (7) feet, six (6) inches.
8. Such signs may be attached to a fascia that maintains a minimum clearance between the bottom of the fascia and the nearest grade or sidewalk of seven (7) feet, six (6) inches.
9. No part of an attached shingle sign shall extend above or below the fascia.

C. *Freestanding business identification signs.* There shall be a maximum of one (1) freestanding business identification sign per street.

1. *Ground signs:*

- a. Such sign shall identify the business.

- b. The maximum number of such signs per street shall be one (1) sign.
- c. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- d. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
- e. The maximum height of such sign shall be five (5) feet.
- f. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

2. *Monument signs:*

- a. Such sign shall identify the business.
- b. The maximum number of such signs per street front shall be one (1) sign.
- c. The maximum area of such sign shall be twenty-four (24) square feet.
- d. The maximum height of such sign shall be five (5) feet.
- e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
- f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
- g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs each for driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

IV. *Downtown District Special Signage:* In order to enhance and protect the character of the pedestrian areas of downtown, the following special sign standards shall apply in the downtown district:

- A. Monument signs and tower signs for all uses shall be prohibited in downtown district/type 1 areas.
- B. Architectural signs are allowed for planned block development (PBD'S) in the

downtown district. Architectural signs, banners and freestanding directory signs are allowed on private property and public rights-of-way for community sign districts in a downtown district/type 1 area, subject to the approval of a community sign program by the Development Review Board and in accordance with the following requirements:

1. The downtown community sign district shall be constituted by securing the approval of at least seventy-five (75) percent of the fronting property owners on both sides of a street having a minimum lineal frontage of one thousand (1,000) feet in a downtown type 1 area.
2. Architectural signs shall be in accordance with the following:
 - a. The maximum sign area for such sign shall be.....60 square feet
 - b. Such sign shall be installed at major public entrances at a maximum height of . . . 20 feet
 - c. The maximum number of signs per architectural element shall be . . . 1 sign
 - d. The maximum letter height for each architectural sign shall be . . . 2 feet
 - e. Signs shall be constructed of appropriate permanent material with individual, back or indirect illumination.
3. Decorative banners shall be in accordance with the following:
 - a. Graphic design shall be of a distinctive character, and of a form and configuration specifically approved by the Development Review Board.
 - b. Logo and written material shall be a subordinate part of the overall banner graphic design.
 - c. Banners shall be of new material and shall be displayed a maximum of two hundred ten (210) days.
 - d. Torn, faded or soiled banners shall be disallowed.
4. Freestanding directory signs designed as architectural elements identifying businesses and points of interest within the community sign district, in accordance with the following:
 - A. Overall sign size maximum.....15 square feet
 - B. Sign height maximum . . . 7 feet
 - C. For community sign districts in redevelopment areas, Section 8.302 shall apply.

V. [*Automated Teller Machine Signs.*] Automated teller machine signs are allowed as specified in Section 8.522.

VI. [*Automated Teller Machine Directional Signs.*] Automated teller machine directional signs are allowed.

VII. *Sum Total Sign Area.* The sum total sign area allowed for each use in these districts is one and one-half (1 1/2) square feet for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2905, § 1, 8-5-96)

Sec. 8.502. Unspecified use in I-1 and I-G zones.

[Unspecified uses in I-1 and I-G zones] are allowed signs as follows:

- I. *Individual Business Identification.*

A. *Building wall signs.*

1. a. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Shingle signs.*

1. Such sign shall be suspended from a roof overhang, covered walkway, covered porch, open lattice walkway, or attached to a building wall fascia.
2. Such sign shall identify the business.
3. Such sign shall be on or adjacent to the business the sign identifies.
4. No part of a suspended sign shall extend beyond the edge of the overhang.
5. The maximum number of such signs perpendicular to the business front shall be one (1) sign.
6. The maximum number of such signs parallel to the business front shall be one (1) sign.
7. Suspended signs shall maintain a minimum clearance between the bottom of the sign and the nearest grade or sidewalk of seven (7) feet, six (6) inches.
8. Such signs may be attached to a fascia that maintains a minimum clearance between the bottom of such fascia and the nearest grade or sidewalk of seven (7) feet, six (6) inches.
9. No part of an attached shingle sign shall extend above or below a fascia.

C. *Freestanding business identification.* There shall be a maximum of one (1) freestanding business identification sign per street.

1. *Ground signs:*

- a. Such sign shall identify the business.
- b. The maximum number of such signs per street shall be one (1) sign.
- c. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- d. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
- e. The maximum height of such sign shall be five (5) feet.
- f. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

2. *Monument signs:*

- a. Such sign shall identify the business.
- b. The maximum number of such signs per street front shall be one (1) sign.

- c. The maximum area of such sign shall be twenty-four (24) square feet.
- d. The maximum height of such sign shall be five (5) feet.
- e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
- f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
- g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo on such sign shall be two (2) square feet.

III. *Flags.*

- A. Flags are allowed only for professional research and development laboratories and for manufacturing and processing facilities.
- B. The flag shall identify the business.
- C. The flag shall be suspended from a pole.
- D. The maximum area of the flag shall be twenty-four (24) square feet.
- E. The maximum height of the flag shall be thirty-six (36) feet.
- F. The flag pole shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
- G. Governmental flags provided for elsewhere in this ordinance are not restricted by the provisions of this section.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

V. [*Automated Teller Machine Signs.*] Automated teller machine signs are allowed as specified in Section 8.522, II.

VI. [*Automated Teller Machine Directional Signs.*] Automated teller machine directional signs are allowed in Section 8.522, III.

VII. *Sum Total Sign Area.* The sum total sign area allowed for signs in these districts is one (1) square foot for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.503. Unspecified uses in S-R zone.

[Unspecified uses in the SR zone] are allowed signs as follows: If any sign is located within two hundred fifty (250) feet of any street, no more than eighteen (18) square feet of sign area shall be visible from that street.

I. *Individual Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. The maximum wall sign area per street for each business use shall be twelve (12) square feet.
3. On any one (1) side of a building, the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
4. The maximum sign height on a building shall be eighteen (18) feet.
5. No part of a building wall sign shall extend above a roof line.
6. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
7. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs parallel to a street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. *Traffic directional signs.*

1. The maximum number of such signs for each driveway shall be one (1) sign.
2. The maximum height of such sign shall be three (3) feet.
3. The maximum area of such sign shall be four (4) square feet.
4. The maximum area of a business name or logo on such sign shall be one (1) square foot.
5. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
6. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

D. *Directory signs.*

1. The maximum number of signs for a site shall be determined by the

Development Review Board.

2. The maximum height of such sign shall be seven (7) feet.

3. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

E. [*Automated teller machine signs.*] Automated teller machine signs are allowed as specified in Section 8.522, II.

F. [*Automated teller machine directional signs.*] Automated teller machine directional signs are allowed in Section 8.522, III.

II. *Total Sign Area.*

A. The sum total sign area for each individual business street frontage shall not exceed twelve (12) square feet.

B. The sum total sign area for a development.

1. The sum total sign area for a development containing less than forty thousand (40,000) square feet of building gross floor area shall not exceed seventy-two (72) square feet.

2. The sum total sign area for a development containing forty thousand (40,000) square feet of building gross floor area or more shall not exceed one hundred forty-four (144) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.504. Unspecified uses in R-1, R-2, R-3, R-4, R-4R, R-5, C-O, P-1, P-2, P-3, and O-S [zones.]

I. Individual Business Identification.

A. Building wall signs.

1. Such sign shall identify the business.

2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.

3. The maximum sign height on a building shall be three (3) stories.

4. No part of a building wall sign shall extend above a roof line.

5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.

6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. Ground signs.

1. Such sign shall identify the business.

2. The maximum number of such signs per street shall be one (1) sign.

3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.

4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.

5. The maximum height of such sign shall be five (5) feet.

6. Individual letters shall not cover a percentage of wall surface area greater

than fifty (50) percent.

C. Traffic directional signs.

1. The maximum number of such signs for each driveway shall be one (1) sign.
2. The maximum height of such sign shall be three (3) feet.
3. The maximum area of such sign shall be four (4) square feet.
4. The maximum area of a business name or logo on such sign shall be one (1) square foot.
5. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
6. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

D. [Hotel flags.] One (1) flag is allowed for a hotel in R-4R.

E. [Automated teller machine signs.] Automated teller machine signs are allowed in C-O as specified in Section 8.522, II.

F. [Automated teller machine directional signs.] Automated teller machine directional signs are allowed in C-O as specified in Section 8.522, III.

G. [Residential entryway signs.] Residential subdivisions, condominiums, townhouses and mobile home parks are allowed residential entryway signs.

H. [Entryway signs; commercial, campus.] Commercial subdivisions and campus developments are allowed entryway signs.

I. [Sum total sign area.] Sum total sign area per business use, twenty-four (24) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.510. PERMANENT SIGNS FOR SPECIFIED USES.

Sec. 8.511. Hotels, motels, inns, and guest ranches in R-5, C-2, C-3 and D zones (with one hundred or fewer guest rooms).

Hotels, motels, inns and guest ranches in R-5, C-2, C-3 and D [zones] (with one hundred (100) or fewer guest rooms) are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. For any one (1) side of a building the maximum sign area allowed for each one (1) lineal foot of building wall shall be one (1) square foot.
2. Such sign shall identify the business.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a wall sign shall extend above a roof line.
5. A wall sign shall be installed with the exposed face of the sign in a plane parallel to the plane of the building wall.
6. No part of a building wall sign shall project from a building wall more than twelve (12) inches.

B. *Monument signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street front shall be one (1) sign.
3. The maximum area of such sign shall be twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
6. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
7. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. [*Sum Total Sign Area.*] The sum total sign area for this use shall not exceed forty-eight (48) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.512. Hotels, motels, inns and guest ranches (with one hundred one or more guest rooms) in R-5, C-2, C-3 and D zones.

Hotels, motels, inns and guest ranches (with one hundred one (101) or more guest rooms) in the R-5, C-2, C-3 and D zones are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street frontage.

- A. Tower signs.
 - 1. Such sign shall identify the business.
 - 2. The maximum area permitted for such a sign shall not exceed forty-eight (48) square feet.
 - 3. The maximum height of such signs shall be fifteen (15) feet.
 - 4. Such signs shall be placed within a landscaped setting of not less than one hundred ninety-two (192) square feet.
 - 5. One-half (1/2) of such sign may be a change panel.
- B. Monument signs.
 - 1. Such sign shall identify the business.
 - 2. The maximum area of such sign shall be twenty-four (24) square feet.
 - 3. The maximum height of such sign shall be five (5) feet.
 - 4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - 5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - 6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
- C. Mid-size monument signs
 - 1. Such sign shall identify the business.
 - 2. The maximum area of such sign shall be sixty (60) square feet.
 - 3. The maximum height of such sign shall be eight (8) feet.
 - 4. Such sign shall be set back ten (10) feet from the property line and placed within a landscape setting containing not less than two hundred forty (240) square feet.
 - 5. One-half (1/2) of such sign may be a change panel.

III. *Entryway Signs.*

- A. Such sign shall name the resort.
- B. Such sign shall consist of individual letters on a freestanding wall.
- C. Such sign shall be architecturally integrated with the building.
- D. Such sign shall be located so as to identify the entrance to the resort.
- E. The maximum height of such sign shall be three (3) feet.
- F. The maximum area of such sign shall be twelve (12) square feet.
- G. For each driveway the maximum number of such signs shall be two (2) signs.
- H. Such sign shall be placed in a manner not to interfere with traffic, confuse traffic, or to present any traffic hazard.
- I. Such sign shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- J. The freestanding wall may be located up to forty-five (45) degrees from parallel to the street.

IV. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
 - B. The maximum height of such sign shall be three (3) feet.
 - C. The maximum area of such sign shall be four (4) square feet.
 - D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
 - E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
 - F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.
- V. *Off-Premise Traffic Directional Signs (One hundred one (101) Rooms or More).*
- A. The maximum number of signs shall be two (2) signs.
 - B. The maximum sign area for each sign shall be six (6) square feet.
 - C. The maximum vertical dimension of each sign shall be three (3) feet.
- VI. *[Sum Total Area.]* The sum total area permitted for this use shall not exceed ninety-six (96) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.513. Hotels, motels, inns and guest ranches in R-4R zones.

Hotels, motels, inns and guest ranches in the R-4R zones are allowed signs as follows:

- I. *Business Identification.*
 - A. *Building wall signs.*
 - 1. Such sign shall identify the business.
 - 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
 - 3. The maximum sign height on a building shall be three (3) stories.
 - 4. No part of a building wall sign shall extend above a roof line.
 - 5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
 - 6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
 - B. *Ground signs.*
 - 1. Such sign shall identify the business.
 - 2. The maximum number of such signs per street shall be one (1) sign.
 - 3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
 - 4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
 - 5. The maximum height of such sign shall be five (5) feet.
 - 6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.
 - C. *Flags.*

1. The flag shall contain only of the name of the resort.
2. The maximum number of flags shall be one (1) flag.
3. The maximum area of the flag shall be twenty-four (24) square feet.
4. The maximum height of the flag shall be thirty-six (36) feet.
5. The flag shall be suspended from a pole.

II. *Entryway Signs.*

- A. Such sign shall name the resort only.
- B. Such sign shall consist of individual letters on a freestanding wall.
- C. Such sign shall be architecturally integrated with the building.
- D. Such signs shall be located so as to identify the entrance to the resort.
- E. The maximum height of such sign shall be three (3) feet.
- F. The maximum area of such sign shall be twelve (12) square feet.
- G. For each driveway the maximum number of such signs shall be two (2) signs.
- H. Such sign shall be placed in a manner not to interfere with traffic, confuse traffic, or to present any traffic hazard.
- I. Such sign shall be placed within a meaningful landscaped setting of not less than one hundred twenty (120) square feet.
- J. The freestanding wall may be located up to forty-five (45) degrees from parallel to the street.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

IV. [*Sum Total Sign Area.*] The sum total sign area permitted for this use shall not exceed forty-eight (48) square feet for facilities of two hundred fifty (250) rooms or less, and ninety-six (96) square feet for facilities with more than two hundred fifty (250) rooms.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.514. Public uses, institutional uses, schools and churches.

Public uses, institutional uses, schools and churches are allowed signs as follows: For public uses, institutional uses, schools, and churches, the total permanent sign area allowed, including wall signs, ground signs, monument, and traffic directional signs is thirty-six (36) square feet for sites of twenty (20) acres or less, and an additional four (4) square feet for each additional ten (10) acres.

I. *Business Identification.*

- A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street.

A. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street front shall be one (1) sign.
3. The maximum area of such sign shall be twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
6. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
7. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
8. One-half (1/2) of such sign may be change panel.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be

two (2) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.515. Theaters.

Theaters are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
2. The maximum sign height on a building shall be three (3) stories.
3. No part of a building wall sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel to the building wall.
5. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
6. Such sign shall identify the business and may contain one (1) change panel sign per street, not to exceed a sign area of seventy-five (75) square feet.

II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street.

A. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street front shall be one (1) sign.
3. The maximum area of such sign shall be twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
6. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
7. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

IV. [*Sum Total Sign Area.*] The sum total sign area allowed for this use shall not exceed one hundred twenty (120) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.516. Drive-in theaters.

I. *Business Identification.*

A. *Tower signs.*

- 1. Such sign shall identify the business and may contain one (1) change panel sign per street front with a maximum sign area not to exceed forty-eight (48) square feet.
- 2. The maximum height of such sign shall be fifteen (15) feet.
- 3. The maximum vertical dimension of the cabinet or panel shall be five (5) feet.
- 4. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
- 5. Such signs shall be placed within a landscaped setting of not less than one hundred ninety-two (192) square feet.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. [*Sum Total Sign Area.*] The sum total sign area permitted for this use shall not exceed forty-eight (48) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.517. Multifamily and duplex developments and manufactured home parks.

Multifamily and duplex developments and manufactured home parks are allowed signs as follows:

I. *Residential Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a dwelling unit the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. *Residential entryway signs.*

1. The maximum number of signs on each side of entry shall be one (1) sign.
2. The maximum number of signs for each entrance shall be two (2) signs.
3. The area of each such sign per entry shall not exceed twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. The maximum distance from the entry driveway to the sign shall be twenty-five (25) feet.
6. Such sign shall be architecturally compatible with other signs and with other structures on the site.
7. This sign may be double-faced only when one (1) such sign is used for the development.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8)

square feet.

F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. [*Sum Total Sign Area.*] The sum total sign area permitted for such use shall not exceed sixty (60) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.518. Single-family developments.

Single-family developments are allowed signs as follows:

I. *Residential Identification:* A residential identification sign may be constructed to identify a residential development of ten (10) acres or more. The maximum number of such signs of a parcel containing at least ten (10) but less than forty (40) acres is one (1) sign. The maximum number of signs for a parcel containing at least forty (40) but less than one hundred (100) acres shall be two (2) signs. The maximum number of such signs for a parcel containing one hundred (100) acres or more shall be four (4) signs.

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height of such sign shall be ten (10) feet.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. *Residential entryway signs.*

1. The maximum number of signs on each side of entry shall be one (1) sign.
2. The maximum number of signs for each entrance shall be two (2) signs.
3. The area of each such sign per entry shall not exceed twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. Such sign shall be located adjacent to the entry driveway a minimum of twenty-five (25) feet.

6. Such sign shall be architecturally compatible with other signs and with other structures on the site.

7. This sign may be double faced only when one (1) such sign is used for the development.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.519. Commercial subdivisions.

Commercial subdivisions are allowed signs as follows:

I. Entryway signs are allowed for commercial subdivisions containing one hundred (100) individual businesses or more.

II. Such signs shall contain only the name of the subdivision.

III. The maximum number of such signs for each entrance shall be two (2) signs.

IV. The maximum number of such signs on each side of an entrance shall be one (1) sign.

V. The total area of such signs allowed at each entrance shall not exceed twenty-four (24) square feet.

VI. The height of such sign shall not exceed five (5) feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.520. Single-family residences.

Single-family residences are allowed signs as follows:

I. Each residence is permitted a name plate sign.

II. Such sign shall only name the residence or the name of the occupant.

III. The area of such sign shall not exceed one (1) square foot.

IV. The height of such sign, if freestanding, shall not exceed five (5) feet.

V. The height of such sign, if attached to a building wall, shall not exceed one (1) story.

VI. The maximum number of such signs for each residence shall be one (1) sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.521. Farms and ranches.

Farms and ranches are allowed signs as follows:

I. Each farm and ranch is allowed a name plate sign.

II. The maximum number of such signs for each farm or ranch shall be one (1) sign.

III. The area of such sign shall not exceed eight (8) square feet.

IV. This sign may be freestanding, if freestanding the maximum height of such sign shall be five (5) feet.

V. Such sign shall only name the farm or ranch.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.522. Banks.

Banks are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area allowed for each one (1) lineal foot of building wall shall be one (1) square foot.
3. When the wall on which the sign is placed is two hundred (200) or more feet from any public right-of-way, the maximum sign area for each one (1) lineal foot of building wall shall be one and one-half (1 1/2) square feet.
4. The maximum sign height permitted shall be the maximum height permitted a building in the applicable zoning district, except in the downtown district where the maximum height is thirty-eight (38) feet.
5. No part of a building wall sign shall extend above a roof line.
6. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
7. No part of a building wall sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Freestanding business identification signs.* There shall be a maximum of one (1) freestanding business identification sign per street.

1. *Ground signs.*

- a. Such sign shall identify the business.
- b. The maximum number of such signs per street shall be one (1) sign.
- c. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- d. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
- e. The maximum height of such sign shall be five (5) feet.
- f. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

2. *Monument signs.*

- a. Such sign shall identify the business.
- b. The maximum number of such signs per street front shall be one (1) sign.
- c. The maximum area of such sign shall be twenty-four (24) square feet.
- d. The maximum height of such sign shall be five (5) feet.
- e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
- f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.

- g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

II. *ATM (Automated Teller Machine) Sign.*

- A. Such sign shall be located on the face of the machine.
- B. Any such sign may identify the individual business name, logo, time, and principal services offered at the ATM.
- C. The area of any such sign shall not exceed ten (10) square feet.
- D. The total sign area of all such signs at any one (1) site shall not exceed twenty (20) square feet.
- E. The bezel and architectural border of an ATM sign shall not be included in the sign area unless they contain sign characters, logos, or other sign graphics.
- F. The area of any ATM signage not visible beyond the boundaries of the property shall not be deducted from the sum total sign area permitted for the use.
- G. Wording, symbols, and graphics which instruct persons on the use of the ATM shall not be considered part of the sign area unless they are visible beyond the boundaries of the property and attract the attention of the public.
- H. Such signs shall be subject to Development Review Board approval.
- I. No sign permit shall be required for such sign.

III. *ATM (Automated Teller Machine) Directional Signs.*

- A. Such sign shall be located only on a site offering automated teller services.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. A maximum area for business name or logo shall be one (1) square foot.
- E. Time-related information and other information commonly used by a business to reference its particular ATM is allowed.
- F. The number and location of such signs shall be determined by Development Review Board approval.

- IV. [*Sum Total Sign Area.*] The sum total sign area allowed for this use shall be one and one-half (1 1/2) square feet for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.523. Service stations.

Service stations are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

- 1. Such sign shall identify the business.
- 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
- 3. The maximum sign height on a building shall be three (3) stories.
- 4. No part of a building wall sign shall extend above a roof line.
- 5. Such sign shall be installed with the exposed face of the sign in a plane

parallel to the face of the building wall.

6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Freestanding identification signs.* There shall be a maximum of one (1) freestanding identification sign per street.

1. *Ground signs.*

a. Such sign shall identify the business.

b. The maximum number of such signs per street shall be one (1) sign.

c. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.

d. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.

e. The maximum height of such sign shall be five (5) feet.

f. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

2. *Monument signs.*

a. Such sign shall identify the business.

b. The maximum number of such signs per street front shall be one (1) sign.

c. The maximum area of such sign shall be twenty-four (24) square feet.

d. The maximum height of such sign shall be five (5) feet.

e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.

f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.

g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

3. *Canopy signs.*

a. Such sign shall identify the business.

b. The maximum number of signs per canopy shall be two (2) each.

c. For any one (1) side of the canopy, the maximum sign area for each two (2) linear feet of canopy wall shall be one (1) square foot, not to exceed twenty-four (24) square feet of signage.

d. No part of the sign shall project from a canopy wall a distance greater than twelve (12) inches.

e. Any canopy signs will be calculated against total sign area allowed.

f. Any canopy sign shall be centered on the canopy face a minimum of six (6) inches from the top and six (6) inches from the bottom.

g. All canopies must receive Development Review Board approval before any permit can be issued for a canopy sign.

II. *Change Panel Price Signs.*

A. *Vertical monument sign.*

1. The maximum height of the unit shall be three (3) feet.
2. The maximum width of the unit shall be two (2) feet.
3. The maximum area of such sign shall be six (6) square feet.
4. The bottom of such sign shall be above ground level a maximum of one (1) foot.
5. Such sign may be incorporated with a monument or ground sign. If combined, the maximum sign area shall be thirty (30) square feet.
6. Such sign shall be located in a meaningful landscaped setting of not less than sixteen (16) square feet.
7. Each sign may be double-faced and illuminated internally or by indirect lighting.
8. Each sign shall be placed in such a manner so as not to interfere with or to confuse traffic or present any hazard to traffic.
9. The maximum freestanding signs per street, one (1) each.

B. *Horizontal monument sign.*

1. The height of the unit shall be two (2) feet.
2. The width of the unit shall be three (3) feet.
3. The bottom of such sign shall be a maximum above ground level of one (1) foot.
4. Such sign shall be located in a landscaped setting of not less than sixteen (16) square feet.
5. Each sign may be double-faced and illuminated internally or by indirect lighting.
6. Each sign shall be placed in such a manner so as not to interfere with or to confuse traffic or present any hazard to traffic.
7. The maximum freestanding signs per street one (1) each

III. *Flags.*

- A. Flags shall be for the purpose of advising the public of the status of fuel availability.
- B. Such flag shall measure twenty-three (23) inches by nineteen (19) inches.
- C. No gasoline, but other service available shall be indicated by a red flag.
- D. Gasoline available for commercial and emergency only shall be indicated by a yellow flag.
- E. Gasoline available to the general public shall be indicated by a green flag.
- F. Such flag shall not be used to convey any form of business identification and shall not be computed as part of the total sign area.

IV. [*Sum Total Sign Area.*] The sum total sign area shall be the allowable freestanding sign area of thirty (30) square feet for each street the service station abuts together with the allowable building wall sign area of a maximum of one (1) square foot for each one (1) lineal foot of building.

V. [*Traffic Directional Signs.*] Traffic directional signs are allowed.

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.

- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.524. Restricted parking signs.

Restricted parking signs are allowed in all zones and specified uses subject to the following:

- I. Such sign shall measure twelve (12) inches horizontal by twenty-four (24) inches vertical.
- II. Such sign may be freestanding.
- III. Such sign shall contain only the following information:
 - A. Such sign shall state "Restricted Parking" in red letters which in height measure two (2) inches.
 - B. Such sign shall state "Vehicle Towed at Violator's Expense Not to Exceed \$75.00/24 Hours" in black letters, which in height measure one (1) inch.
 - C. Such sign shall state "City Ordinance #2242" in black letters, which in height measure one (1) inch.
 - D. Such sign shall state "If Your Car Has Been Towed, Call 391-5000" in black letters which in height measure one (1) inch.
 - E. Such sign shall state "Scottsdale Revised Code Sections 17-123 through 17-123.5," which in height measure one-half (1/2) inch.
 - F. Such sign shall identify the specific parking restrictions in black letters which in height measure two (2) inches.
- IV. Such sign shall be reflectorized.
- V. Such sign shall conform to the requirements of City of Scottsdale Ordinance No. 1256.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.525. Auto dealerships.

Auto dealerships are allowed signs as follows:

- I. *Individual Business Identification.*
 - A. *Building wall signs.*
 - 1. Such sign shall identify the business.
 - 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
 - 3. When the wall on which the sign is placed is more than two hundred (200) feet from any public right-of-way the maximum sign area for each one (1) lineal foot of building wall shall be one and one-half (1 1/2) square feet.
 - 4. The maximum sign height on a building shall be three (3) stories.

5. No part of a building wall sign shall extend above a roof line.
6. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
7. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
8. Automobile manufacturer modifier signs for auto dealerships may be installed on the building wall, shall be subordinate to the vertical height of the business name, and calculated against the total allowed.

II. *Freestanding Business Identification Signs.* There shall be a maximum of one (1) freestanding business identification sign per street frontage.

A. *Ground signs.*

1. Such sign shall identify the business.
2. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
3. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
2. The maximum area of such sign shall be twenty-four (24) square feet.
3. The maximum height of such sign shall be five (5) feet.
4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs each for driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

V. *Automobile Manufacturer Signs.*

A. Auto dealers selling one (1) or more automobile manufacturer type at the same site shall be allowed to identify each manufacturer type on a freestanding sign or signs subject to the following:

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum number of such signs per street shall not exceed three (3) signs and the maximum area of each such sign shall not exceed twenty-four (24) square feet.

D. Such signs shall be separated from each other by a minimum distance of one hundred (100) feet.

E. If only one sign is used, the maximum sign area for such sign shall not exceed forty-two (42) square feet.

F. Such sign or signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet per sign.

VI. *Sum Total Sign Area.* The sum total sign area allowed for each use in these districts is one and one-half (1 1/2) square feet for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2514, § 1, 12-15-92; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.530. SPECIAL DEVELOPMENTS.

Sec. 8.531. [Multiple-tenant commercial buildings--Total floor area of less than thirty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of less than thirty thousand (30,000) square feet are allowed signs as follows:

I. *Building or Complex Identification.* Such signs shall identify the multiple-tenant commercial building or complex and shall not contain the name of any tenant(s) or occupant(s) of the building. Building identification signage shall be allowed as follows:

A. *Building wall signs:* Multiple-tenant commercial building or complex identification.

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.

2. The maximum height of such sign shall not exceed three (3) stories.

3. No part of such sign shall extend above a roof line.

4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.

5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street frontage.

A. *Ground signs.*

1. Such sign shall identify the building.

2. Such signs shall be placed within a landscaped setting containing not less

than one hundred twenty (120) square feet.

3. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be twenty-four (24) square feet.
3. The maximum height of such sign shall be five (5) feet.
4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.532. [Same--Total floor area thirty thousand to sixty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of thirty thousand (30,000) square feet or greater and less than sixty thousand (60,000) square feet are allowed signs as follows:

- I. *Building or Complex Identification.* A multiple-tenant commercial building may have signs identifying the building or complex on the building and on a free-standing sign. Such signs shall not contain the name of any tenant(s) or occupant(s) of the building except for mid size monument and tower signs which may include no more than three (3) tenant or occupant names. Building or complex identification signage shall be allowed as follows:

- A. *Building wall signs:* Multiple-tenant commercial building or complex identification.
 - 1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
 - 2. The maximum height of such sign shall not exceed three (3) stories.
 - 3. No part of such sign shall extend above a roof line.
 - 4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
 - 5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.
- II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street frontage.
 - A. *Ground signs.*
 - 1. Such sign shall identify the building.
 - 2. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
 - 3. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
 - 4. The maximum height of such sign shall be five (5) feet.
 - 5. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.
 - B. *Monument signs.*
 - 1. Such sign shall identify the building.
 - 2. The maximum area of such sign shall be twenty-four (24) square feet.
 - 3. The maximum height of such sign shall be five (5) feet.
 - 4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - 5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - 6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
 - C. *Landscape wall signs.*
 - 1. Such sign shall identify the building.
 - 2. The maximum area of such signs shall be twenty (20) square feet.
 - 3. The maximum height of such signs shall be five (5) feet.
 - 4. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
 - 5. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.
 - D. *Tower signs.*
 - 1. Such sign shall identify the building.
 - 2. The maximum area of such sign shall be fifty (50) square feet.

3. The maximum height of such sign shall be fifteen (15) feet.
4. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

E. *Mid-size monument signs*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be fifty (50) square feet.
3. The maximum height of such sign shall be eight (8) feet.
4. Such sign shall be set back ten (10) feet from the property line and placed within a landscape setting containing not less than two hundred forty (240) square feet.
5. Two (2) such signs shall be allowed to be substituted for one tower sign as provided in Section 8.532.II.D. provided that the maximum area for each sign is limited to twenty-five (25) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.533. [Same--Total floor area of sixty thousand to one hundred thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of sixty thousand (60,000) square feet or greater and less than one hundred thousand (100,000) square feet are allowed signs as follows:

- I. *Building or Complex Identification.* A multiple-tenant commercial building may have signs identifying the building or complex on the building and on a free-standing sign. Such signs shall not contain the name of any tenant(s) or occupant(s) of the building except for mid size monument and tower signs which may include no more than three (3) tenant or occupant names. Building identification signage shall be allowed as follows:

- A. *Building wall signs:* Multiple-tenant commercial building or complex identification.

1. On a one-story or multiple-story building, the maximum area of such signs

for each five (5) lineal feet of building wall shall be one (1) square foot.

2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street frontage.

A. *Ground signs.*

1. Such sign shall identify the building.
2. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
3. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be twenty-four (24) square feet.
3. The maximum height of such sign shall be five (5) feet.
4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. *Mid-size monument signs*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be sixty (60) square feet.
3. The maximum height of such sign shall be ten (10) feet.
4. Such sign shall be setback ten (10) feet from the property line and placed within a landscape setting containing not less than two hundred forty (240) square feet.
5. Two (2) such signs shall be allowed to be substituted for one tower sign as provided in Section 8.533.II.E. provided that the maximum area for each sign is limited to thirty-seven and one-half (37.5) square feet.

D. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.

4. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
5. Such sign shall be placed within a setting containing a landscape of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

E. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be seventy-five (75) square feet.
3. The maximum height of such sign shall be twenty (20) feet.
4. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.534. [Same--Total floor are of one hundred thousand square feet or greater.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of one-hundred thousand (100,000) square feet or greater are allowed signs as follows:

I. *Building or Complex Identification.* A multiple-tenant commercial building may have signs identifying the building or complex on the building and on a free-standing sign. Such signs shall not contain the name of any tenant(s) or occupant(s) of the building except for mid-size monument and tower signs which may include no more than three (3) tenant or occupant names. Building identification signage shall be allowed as follows:

A. *Building wall signs:* Multiple-tenant commercial building or complex identification.

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.

4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street frontage except as noted in Section 8.534.II.C.5.

A. *Ground signs.*

1. Such sign shall identify the building.
2. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
3. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be twenty-four (24) square feet.
3. The maximum height of such sign shall be five (5) feet.
4. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
5. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
6. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. *Mid-size monument signs*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be seventy-five (75) square feet.
3. The maximum height of such sign shall be twelve (12) feet.
4. Such sign shall be setback ten (10) feet from the property line and placed within a landscape setting containing not less than two hundred forty (240) square feet.
5. Two (2) such signs shall be allowed to be substituted for one tower sign as provided in Section 8.534.II.E. provided that the maximum area for each sign is limited to sixty (60) square feet.

D. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
4. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
5. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot

of sign area.

E. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be one hundred twenty (120) square feet.
3. The maximum height of such sign shall be twenty-five (25) feet.
4. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.535. Medical facilities--Generally.

- I. All medical facilities shall submit a master sign program for all land and buildings under the control of the primary medical facility. The master sign program shall receive the approval of the Development Review Board.
- II. The master sign program shall include a complete set of restrictions, including, but not limited to; letter size, style, colors, type(s) of sign, locations of signs, and other similar information.
- III. Signage for helicopter pads, service areas, and the like, shall be for the purpose of directing personnel to these areas, rather than informing the general public. The Development Review Board shall determine the size and location of such signs, as necessary to accomplish this purpose.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.536. [Same--Gross floor area of less than thirty thousand square feet.]

Medical facilities less than thirty thousand (30,000) square feet of gross floor area shall be allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared, the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Emergency Entrance Signs.*

- A. The maximum number of such signs for each emergency entrance shall be one (1) sign.
- B. The maximum sign area of such sign shall be thirty (30) square feet.
- C. The maximum height of such signs shall be five (5) feet.
- D. Such sign shall be placed within a landscaped setting equal to three hundred (300) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.537. [Same--Gross area of thirty thousand to less than one hundred thousand

square feet.]

Medical facilities thirty thousand (30,000) square feet or greater and less than one hundred thousand (100,000) square feet of gross floor area are allowed signs as follows:

I. *Business Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street.

A. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street front shall be one (1) sign.
3. The maximum area of such sign shall be twenty-four (24) square feet.
4. The maximum height of such sign shall be five (5) feet.
5. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
6. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
7. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1)

square foot.

E. Where a driveway is shared, the maximum area of such sign shall be eight (8) square feet.

F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

IV. *Emergency Entrance Signs.*

A. The maximum number of such signs for each emergency entrance shall be one (1) sign.

B. The maximum sign area of such sign shall be thirty (30) square feet.

C. The maximum height of such signs shall be five (5) feet.

D. Such sign shall be placed within a landscaped setting equal to three hundred (300) square feet.

V. *Ambulatory Patient and Visitor Entrance Signs.*

A. The maximum number of such signs for each driveway entrance to a visitor's parking area shall be one (1) sign.

B. The maximum area of such sign shall be twelve (12) square feet.

C. The maximum height of such sign shall be five (5) feet.

D. Such sign shall be placed within a landscaped setting equal to one hundred twenty (120) square feet.

VI. *Directory Signs.*

A. The maximum number of signs for a site shall be determined by the Development Review Board.

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.538. [Same--Gross floor area of one hundred thousand square feet or greater.]

Medical facilities one hundred thousand (100,000) square feet or greater of gross floor area are allowed signs as follows:

I. *Master Complex Identification.*

A. *Building wall signs.*

1. Such sign shall identify the business.

2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.

3. The maximum sign height on a building other than a hospital as defined in this section shall be three (3) stories. A hospital that meets licensing requirements under state statutes and is issued a state license to operate as a "hospital" shall be allowed a building wall sign height no closer to the roofline than one-half the vertical dimension of the sign. The word "hospital" shall be a dominant feature of the wall signage according to either size or type of lettering, notwithstanding the provisions of sec. 8.415 above. No part of such hospital signage shall be mounted on rooftop mechanical screening. Such signage shall be subject to approval by the Development Review Board as a part of a master

sign program.

4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Tower signs.*

1. The maximum number of such signs for each street front shall be one (1) sign.
2. Such signs shall identify the entire complex.
3. The maximum sign area shall be sixty-four (64) square feet.
4. The maximum sign height shall be eighteen (18) feet.
5. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

C. *Gateway signs.*

1. The maximum number of such signs for each street front shall be one (1) sign.
2. Such signs shall identify the major entrances or intersection/gateway corners of medical facilities one hundred thousand (100,000) square feet or greater of gross floor area that include a hospital as defined in sec. 8.538.I.A.3. above.
3. The maximum sign area shall be one hundred twenty (120) square feet.
4. The maximum sign height shall be twelve (12) feet.
5. Such signs shall be positioned at a forty-five (45) degree angle to the street.
6. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.
7. If the gateway sign option is utilized, no tower signs shall be utilized on the same site.
8. Such sign shall be subject to approval by the Development Review Board as part of a master sign program.

II. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared, the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Emergency Entrance Signs.*

- A. The maximum number of such signs for each emergency entrance shall be one (1) sign.

- B. The maximum sign area of such sign shall be thirty (30) square feet.
- C. The maximum height of such signs shall be five (5) feet.
- D. Such sign shall be placed within a landscaped setting equal to three hundred (300) square feet.

IV. *Ambulatory Patient and Visitor Entrance Signs.*

- A. The maximum number of such signs for each driveway entrance to a visitor's parking area shall be one (1) sign.
- B. The maximum area of such sign shall be twelve (12) square feet.
- C. The maximum height of such sign shall be five (5) feet.
- D. Such sign shall be placed within a landscaped setting equal to one hundred twenty (120) square feet.
- E. Additional such signs may occur at the maximum number of one (1) per intersection or point of directional change.

V. *Freestanding Directory Directional Signs.*

- A. The maximum number of such signs, except as specified in subparagraph "B" below, for each entrance shall be one (1) sign.
- B. Where physical obstructions prohibit adequate viewing, the maximum number of signs the Development Review Board may permit at a entrance shall be two (2) signs.
- C. The maximum number of signs for a site shall be determined by the Development Review Board.
- D. The maximum height of such sign shall be seven (7) feet.
- E. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

VI. *Ancillary Building or Facility Signs.*

- A. Such wall signs shall identify the primary tenant, primary service, or building.
- B. The maximum number of signs for each building shall be one (1) sign.
- C. If such a sign is placed on a building wall, it shall be placed on the wall facing the major approach to the building.
- D. The maximum height of a ground or monument sign shall be five (5) feet.
- E. Ground and monument signs shall be placed within a landscaped setting equal to ten (10) square feet for each one (1) foot of sign area.
- F. The maximum area of such sign is one (1) foot per one (1) lineal foot of building wall with a maximum of forty (40) square feet.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3317, § 1, 5-2-00)

Sec. 8.539. Airport (official Scottsdale Airport) uses.

The airport (official Scottsdale Airport) is allowed signs as follows:

- A. *Master identification.*
 - 1. *Building wall signs.*
 - a. Such sign shall identify the business.
 - b. For any one (1) side of a building the maximum sign area for each

one (1) lineal foot of building wall shall be one (1) square foot.

- c. The maximum sign height on a building shall be three (3) stories.
- d. No part of a building wall sign shall extend above a roof line.
- e. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
- f. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. *Freestanding business identification.* There shall be a maximum of one (1) freestanding business identification sign per street.

1. *Monument sign.*

- a. Such sign shall identify the business.
- b. The maximum number of such sign shall be one (1) sign.
- c. The maximum area of such sign shall be thirty (30) square feet.
- d. The maximum height of such sign shall be five (5) feet.
- e. Such sign shall be placed within an landscape setting of not less than forty-two (42) square feet.
- f. Such sign may be double-faced.

2. *Directory wall signs.*

- a. Such signs shall identify and give direction to facilities and tenants that operate within the boundaries of the Scottsdale Municipal Airport.
- b. The maximum number of such signs shall be three (3) signs.
- c. The maximum area of such sign shall be twenty-five (25) square feet.
- d. The maximum height of such sign shall be seven (7) feet.
- e. Such sign shall be placed within an landscape setting of not less than thirty-six (36) square feet.
- f. Such sign may be double-faced.

C. *Traffic directional signs.*

- 1. Such signs shall provide only traffic directional information for routing from perimeter arterial roadways and along major access roads to parking facilities.
- 2. The number of such signs shall be determined by the Development Review Board.
- 3. The maximum area of such sign shall be ten (10) square feet.
- 4. The maximum height of such sign shall be eight (8) feet.
- 5. Such sign may be double-faced.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.540. Special events and theme amusement parks.

Special events and amusement parks are allowed signs as follows:

I. *General.*

- A. Events/activities which will occur on a designated date or during a limited period of

time shall be allowed signage to promote the event/activity. The signage will support, promote and/or advertise the event/activity and may contain the names of a specific agency or business that is sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by an the date specified by the general manager.

B. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, including directional signs, banners, pennants, flags, balloons, lighting, hot/cold air balloons and other features associated with the event/activity, and proposed times for erecting and removing the signs. The application will be reviewed and approved by the general manager.

1. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering identifying the activity or event.
2. All banners, pennants and flags shall be limited to twenty-four (24) square feet and shall be suspended no higher than thirty-six (36) feet above grade, except that all banners, pennants and flags suspended over roadways or driveways shall be no higher than eighteen (18) feet above grade and maintain a minimum clearance of fourteen (14) feet. Banners are allowed in the downtown area only.
3. All signs, banners, pennants and flags spanning walkways must maintain a minimum clearance of seven (7) feet six (6) inches.
4. Searchlights are prohibited except in those cases where allowed in Section 7-602 of the zoning ordinance.
5. Temporary off premise directional signs shall be limited in sign area to six (6) square feet for each sign. The total number and location of such signs shall be approved by the general manager.

II. *Theme Amusement Park Signs.*

A. Major theme amusement parks are theme amusement parks which contain an area of one hundred forty (140) acres or more and are developed according to a master development plan which is approved by the city.

B. Minor theme amusement parks shall be any theme amusement park less than one hundred forty (140) acres.

1. *Monument signs.*
 - a. Such sign shall identify the business.
 - b. The maximum number of such signs per street front shall be one (1) sign.
 - c. The maximum area of such sign shall be twenty-four (24) square feet.
 - d. The maximum height of such sign shall be five (5) feet.
 - e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
2. *Change panel identification signs.*
 - a. Change panel signs shall be available only for major theme amusement parks.

- b. There may be a change panel identification sign at each major street fronting the theme amusement park as determined by the Development Review Board. Such signs, if any, shall be incorporated as part of your freestanding sign and included in the master sign program.
- c. The maximum height shall be eighteen (18) feet.
- d. The maximum sign area shall be seventy-five (75) square feet.

3. *Traffic directional signs.*

- a. The maximum number of such signs for each driveway shall be one (1) sign.
- b. The maximum height of such sign shall be three (3) feet.
- c. The maximum area of such sign shall be four (4) square feet.
- d. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- e. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- f. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Special Event Street Banners.* In addition to the signs permitted in subsection I.B., above, the organization sponsoring the event/activity may prepare and submit an application, at least thirty (30) days prior to an event, to the development services office. The application shall be on a form provided by the city, consisting of a complete list and description of the proposed location of all banners and proposed times for displaying the banners. The applicant shall provide that office all the necessary information to process the application. Incomplete submittal will not be accepted. All banners shall be in good repair, as determined by staff, and shall conform to the specifications set forth herein.

A. *General provisions.*

- 1. The application will be reviewed by the city manager or designee.
- 2. The banners shall identify an event which:
 - A. Is sponsored by a nonprofit organization or identifies an event of general community interest;
 - B. Is open to the general public;
 - C. Is designed to attract community-wide participation; and
 - D. Has obtained all necessary governmental permits.
- 3. If a special event street banner application is denied, it may be appealed pursuant to the appeal process for special event applications established in Section 7.928.
- 4. The sign copy on the banners shall be subject to those portions of the advertising restrictions of Section 16-353(a) of the Scottsdale City Code which do not conflict with this section.
- 5. The fee for either the vertical or the horizontal banner permit shall be established by the city.

B. *Horizontal street banners.*

- 1. In those instances where horizontal banners are installed with vertical banners, they shall announce the same event, and scheduling of those banners shall be done on a first-come-first-serve basis.

2. The banner shall not be displayed more than ten (10) consecutive days.
3. The banner shall be constructed of eighteen (18) ounce vinyl. The banner shall be reinforced by folding the edges over and sewing.
4. The length of the banner shall not exceed thirty (30) feet. The width of the banner shall not exceed thirty-two (32) inches. The banner shall have eyelets every two (2) feet on top and bottom (horizontal edges), and air vents spaces at four (4) foot intervals.
5. No more than one (1) banner shall be provided by the applicant for each event. If there is no other request for the remaining horizontal street banner location, the event may use both locations. The banner(s) shall be installed by the city at the city approved banner location(s). The banner(s) shall be delivered five (5) working days prior to the scheduled installation date, and picked up on later than three (3) days following the ten (10) consecutive days of banner display at: Scottsdale Corporation Yard/Transportation Maintenance, 9191 East San Salvador, Scottsdale, AZ, 85151.

C. *Vertical street banners.*

1. The sign copy on the banners shall be limited to the event title and corresponding information and logos. Logos shall be limited to fifty (50) percent of the banner sign area.
2. Banner design shall be limited to a vertical height of eight (8) feet, and a horizontal width of three (3) feet. They shall be constructed of a fabric having sufficient density to allow for printing on both sides. Wind cuts are required to reduce the tendency of a banner to billow or sail.
3. The applicant shall cause the banners to be installed, as set forth in Section 8.540.III.C.6, on the light poles and supported by an upper and lower metal bracket assembly pursuant to installation guidelines provided by development services. The minimum distance to the bottom of the banner from ground level shall be fourteen (14) feet. Vertical banners may only be installed within the downtown couplet, the area bounded by Earll Road to the south, Goldwater Boulevard to the west, Highland Road to the north, and Civic Center Boulevard to the east and along Frank Lloyd Wright Boulevard from Scottsdale Road on the west to Pima Road on the east.
4. The applicant shall cause the vertical banners to be removed, as set forth in Section 8.540.III.C.6, within two (2) working days after the event, but in no case shall banners remain on the light poles for more than thirty (30) days. A deposit may be required to insure that the banners are removed in a safe and timely manner.
5. The installation and removal of the banners shall be done by a registered contractor as approved by the state registrar of contractors office. The contractor must provide a certificate of insurance of not less than one million dollars (\$1,000,00.00) naming the City of Scottsdale as an additional insured. Installation shall happen between the hours of 12:00 midnight and 4:00 a.m. to minimize traffic disruption.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2701, § 1, 2-7-95; Ord. No. 3101, § 1, 1-6-98; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.541. Master planned community.

- I. Master developer entryway signs shall be allowed master planned communities (MPC) (MPC's with one hundred sixty (160) acres or more subject to development review approval of a master sign program). Such signs shall be limited to a maximum sign area of one hundred (100)

square feet per sign, and there shall not be a sign area of more than two hundred (200) square feet of such sign per entrance. A maximum of two (2) such signs shall be permitted at any one (1) entrance. The total number of such signs shall not exceed the total number of entrances to the MPC. Other signs within an MPC shall be allowed as permitted in the respective underlying zoning district as permitted by this ordinance.

(Ord. No. 2278, 2-20-90)

Sec. 8.550. Reserved.

Editor's note: Former § 8.550, relative to downtown signs, was deleted by Ord. No. 2278, adopted Feb. 20, 1990. The deleted provisions derived from the basic zoning ordinance, No. 455, and Ord. No. 2260, § 2, adopted July 18, 1989.

Sec. 8.600. TEMPORARY AND SEMI-PERMANENT SIGNS ALLOWED.

A. Temporary signs:

1. Temporary signs, which by the nature of their construction, placement and material are impermanent and prone to create problems of litter and blight, must be removed within one hundred twenty (120) days of placement.
2. Temporary signs shall be marked by a sticker furnished by the city and shall include the date it was erected, and the person responsible for placement and removal.
3. Any temporary sign that does not include the required information or remains beyond the allowed one hundred twenty (120) days shall be subject to removal by the city.
4. Temporary signs located in the right-of-way shall require an encroachment permit in conformance with Section 8.312 above and Section 47-101 of the Scottsdale Revised Code.

B. Semi-permanent signs: Semi-permanent signs, which by the nature of their construction are less prone to create problems of litter and deterioration than temporary signs but more than permanent signs, shall be allowed to remain in place as described in Sections 8.601, 8.602, 8.603, 8.604, 8.605, 8.606, 8.609, 8.610, 8.611, 8.612, 8.613, and 8.615.

(Ord. No. 3515, § 1, 6-17-03)

Sec. 8.601. On-premise development signs.

A. A semi-permanent on-premise development sign is allowed only for the purpose of identifying a future development that has been approved by the development review board or a development under construction, and any such sign must be removed immediately upon completion of construction or issuance of certificate of occupancy for the last dwelling or tenant space of the announced development. The maximum number of signs allowed for each street the property abuts shall be one (1) sign.

B. An on-premise development sign must conform to the following requirements:

1. Such sign shall not exceed sixteen (16) square feet.
2. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.
3. The maximum height of such sign shall be ten (10) feet.
4. Such sign may not be illuminated.

5. Such sign may not be a permanent sign.

6. Such sign shall be removed immediately upon completion of construction of the announced development.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.602. On-premise contractor or subcontractor signs.

A. The maximum number of such signs for each contractor or subcontractor shall be one (1) sign.

B. The maximum sign area allowed each contractor or subcontractor shall be four (4) square feet.

C. The maximum height of such sign shall be ten (10) feet.

D. All contractors and subcontractors engaged in construction or repair of buildings on an individual parcel of land may be listed on one (1) sign not to exceed an area of sixteen (16) square feet.

E. On completion of the construction or repair of the building such sign shall be removed immediately.

F. Such sign shall be for the sole purpose of designating the contractor(s) and subcontractor(s) engaged in the construction or repair of a building or buildings on a parcel of land.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.603. On-premise sale, lease, and rent signs.

A. Such sign shall be placed on property being rented, leased, or sold.

B. The maximum sign area for a parcel containing an area of two (2) acres or less shall be four (4) square feet.

C. The maximum sign area for a parcel containing more than three (3) but less than ten (10) acres in area shall be nine (9) square feet.

D. The maximum sign area for a parcel containing ten (10) or more acres shall be sixteen (16) square feet.

E. The maximum height of such sign shall be ten (10) feet.

F. Portable signs shall not be permitted.

G. Such sign must be removed when the purpose for which the sign was erected has been completed.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.604. Off-premise subdivision, condominium and multifamily directional signs.

I. *[Zones Other Than P.C.D.]* Semi-permanent off-premise subdivision, condominium and multifamily directional signs are allowed in zoning districts other than P-C as follows:

A. The maximum number of such signs shall be two (2) signs.

B. The maximum number of signs allowed per mile or where there is a change of direction shall be one (1) sign.

C. Such sign shall not exceed sixteen (16) square feet.

- D. If placed behind a scenic corridor setback, such sign shall not exceed thirty-two (32) square feet.
- E. The maximum height of such sign shall be ten (10) feet.
- F. Sign must be removed when the purpose for which the sign was erected has been completed.
- G. All signage is allowed for one hundred eighty (180) days from issuance of the sign permit only. Such sign may be granted a one-time extension not to exceed one hundred eighty (180) days.
- H. No sign shall be located within one hundred (100) feet of any residence and shall not be located in the right-of-way.

II. *Uses in P.C.D. Zones.* Semi-permanent off-premise subdivision, condominium and multifamily directional signs are allowed in p-c zoning districts pursuant to an approved master sign plan, submitted at the time of application for the sign permit(s), which complies with the following criteria:

- A. The maximum area of an individual sign shall not exceed five (5) square feet.
- B. The maximum height of an individual sign shall be three (3) feet.

When combined with an open house directional [sign], the maximum height shall be four (4) feet.

- C. Where there is more than one (1) sign, such signs shall be incorporated into a monument sign.
- D. The maximum height of a monument sign shall be ten (10) feet.
- E. The maximum number of such signs for each project shall be ten (10) signs.
- F. All such signs shall refer to a development on land zoned P.C.D.
- G. Such sign shall not be placed in any right-of-way. Such sign shall be removed upon completion of the project.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3250, § 1, 9-7-99; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.605. Off-premise open house directional signs.

- A. Open house directional signs shall be used to direct traffic to a residence for sale, and may be incorporated as a part of the subdivision directional allowed in Section 8.604.
- B. Such sign shall be used only when a sales person or homeowner or homeowner's agent is present during the time of the open house.
- C. The maximum number of such signs for each residence for sale shall be four (4) signs.
- D. The maximum area of each such sign shall be four (4) square feet.
- E. The maximum height of such sign shall be three (3) feet.
- F. Such sign shall not be illuminated.
- G. Such sign shall not be placed in any right-of-way.
- H. Such sign shall not be placed so as to create a traffic hazard.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.606. No trespassing signs.

A. "No trespassing" sign may be placed on private property, subject to the following conditions:

1. Such sign may be freestanding.
2. The maximum area of such sign shall be four (4) square feet.
3. Such signs on a parcel of land shall be separated by a distance of one hundred (100) feet.
4. Such sign shall not be placed in any public right-of-way.
5. Such sign shall not be placed so as to create a traffic hazard.
6. No permit shall be required for such sign.
7. Sign must be removed if damaged, destroyed or no longer legible.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.607. Political signs.

A. Political signs shall be temporary signs that are limited to a period of one-hundred twenty days. The maximum area of such sign shall be sixteen (16) square feet. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.

B. The maximum height of such sign shall be ten (10) feet.

C. The person, party, or parties responsible for the erection or distribution of any political signs shall submit to the city a map showing all sign locations along with contact information of the party or parties who shall be jointly and severally liable for their removal.

D. No sign permit shall be required for such sign. An encroachment permit shall be required pursuant to Section 8.312.III and Section 47-101 of the Scottsdale Revised Code for political signs placed in the right-of-way.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.608. Grand opening signs.

A. Such signs may be displayed for a period of calendar days not to exceed thirty (30) days.

B. The maximum number of grand opening signs for each business shall be one (1) sign.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.609. Menu signs.

A. A menu sign shall be used to display the published menu and the corresponding prices.

B. Such sign may indicate if the restaurant is open and list the hours of operation.

C. The maximum number of such signs for each restaurant shall be one (1) sign.

D. The maximum area of such sign shall be four (4) square feet.

E. Such sign shall be enclosed in a casing attached to the building and extending in depth from the wall not more than two (2) inches.

F. Illumination shall be indirect only.

G. No permit shall be required for such sign.

- H. Sign must be removed when the purpose for which the sign was erected has been completed.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.610. Master developer identification sign.

- A. Such sign shall only indicate the name of the MPC, the name of the entity developing the MPC, and the MPC or developer logo.
- B. The maximum number of such signs for each arterial or major collector street leading to the MPC shall be one (1) sign.
- C. The maximum area of such sign shall be sixteen (16) square feet. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.
- D. The maximum height of such sign shall be ten (10) feet.
- E. Illumination shall not be allowed.
- F. Such signs shall not be located at entrances which have permanent MPC entryway signs.
- G. Such sign shall not be located in any right-of-way.
- H. Such sign shall be limited for a period of one (1) year with an option to renew the permit for an additional year based upon the status of the project as determined by the City of Scottsdale.
- I. Such signs must be removed within ten (10) days of completion of the project.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.611. Information center identification.

- A. *[Generally.]* Information center identification signs are allowed only for an MPC (master planned community) of not less than one hundred sixty (160) acres.
- B. *[Location.]* Such sign shall be located on the site of the information center.
- C. *Project Identification.*
 - 1. Building wall signs.
 - a. Such sign shall identify the project name only.
 - b. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
 - c. The maximum sign height on a building shall be three (3) stories.
 - d. No part of a building wall sign shall extend above a roof line.
 - e. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
 - f. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
- D. *Freestanding Identification Signs.* There shall be a maximum of one (1) freestanding identification sign per street.
 - 1. Landscape wall signs.
 - a. Such sign shall identify the project.
 - b. The maximum height of such sign shall be five (5) feet.

- c. The maximum individual letter area shall be twelve (12) square feet.
 - d. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.
 - e. Such sign shall not be placed in any right-of-way.
2. Monument signs.
 - a. Such sign shall identify the project.
 - b. The maximum height of such sign shall be five (5) feet.
 - c. The maximum sign area shall be twelve (12) square feet.
 - d. The maximum vertical dimension of the unit shall be four (4) feet.
 - e. The maximum horizontal dimension of the unit shall be ten (10) feet.
 - f. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.
 - g. Such sign shall not be placed in any right-of-way.
3. Sum Total Sign Area. The sum total area of all such signs shall not exceed forty (40) square feet.
4. Such sign shall be limited for a period of one (1) year with an option to renew the permit for an additional year based upon the status of the project as determined by the City of Scottsdale.
5. Such signs must be removed within ten (10) days of completion of the project.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.612. Master planned community (MPC) information center directional signs.

- A. An MPC containing less than six hundred forty (640) acres shall be allowed no more than ten (10) MPC information center directional signs.
- B. An MPC of six hundred forty (640) or more acres shall be allowed a number of MPC information center directional signs not to exceed twenty (20) signs.
- C. The maximum area of such sign shall be ten (10) square feet.
- D. The maximum height of such sign shall be three (3) feet.
- E. Illumination shall not be allowed.
- F. The text contained on such signs shall be limited to:
 1. The name of the information center.
 2. The direction to the information center.
 3. The distance to the information center.
- G. Such sign shall not be placed in any right-of-way.
- H. Such sign shall be limited for a period of one (1) year with an option to renew the permit for an additional year based upon the status of the project as determined by the City of Scottsdale.
- I. Such signs must be removed within ten (10) days of completion of the project.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.613. Major master planned community (MPC) information center directional signs.

- A. A major master planned community (MPC) contains six hundred forty (640) acres or more.
- B. Major MPC information center directional signs must conform to the following requirements:
 - 1. The maximum number of such signs in each MPC shall be one (1) sign.
 - 2. The maximum area of such sign shall be sixteen (16) square feet. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.
 - 3. The maximum height of such sign shall be ten (10) feet.
 - 4. Illumination shall not be allowed.
 - 5. The text contained on such sign shall be limited to:
 - a. The name of the information center.
 - b. The direction to the information center.
 - c. The distance to the information center.
 - 6. Such sign shall not be located in any right-of-way.
 - 7. Such sign shall be limited for a period of one (1) year with an option to renew the permit for an additional year based upon the status of the project as determined by the City of Scottsdale.
 - 8. Such signs must be removed within ten (10) days of completion of the project.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.614. Window signs.

- A. Temporary signs on or inside the windows of a commercial establishment are permitted, but no signs are permitted in unglazed openings.
- B. The area of such signs shall not be deducted (except as allowed in Section 8.417) from the total sign area allowed but the total of all window signs shall not exceed the total sign area allowed for the use.
- C. No more than twenty-five (25) percent of any window pane that is more than three (3) feet in any dimension may be used for such signs.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.615. Master planned community off-premise directional signs.

- A. MPC off-premise directional signs are allowed as follows:
 - 1. The maximum number of such signs for each MPC shall be two (2) signs.
 - 2. The maximum number of signs allowed per mile or where there is a change of direction shall be one (1) sign.
 - 3. The maximum area of such sign shall be sixteen (16) square feet. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.
 - 4. The maximum height of such sign shall be (10) feet.

5. Illumination shall not be allowed.
6. Such signs shall be removed within one (1) year from date of permit issuance.
7. The text contained upon such sign shall be limited to:
 - a. The recorded name of the master planned community.
 - b. The direction to the master planned community.
 - c. The distance to the master planned community.
8. No sign shall be located within one hundred (100) feet of any residence.
9. Such sign shall not be placed in any right-of-way.

(Ord. No. 2278, 2-20-90; Ord. No. 3515, § 1, 6-17-03)

Sec. 8.616. Auto dealership promotional events.

I. Auto dealerships are allowed signs for promotional events as follows:

- A. Miniature balloons (twelve (12) inches to twenty-four (24) inches) may be placed outside of the public right-of-way commencing on Friday at 12:00 noon through Monday at 12:00 noon. The height of such balloons shall not exceed the height of the adjacent building.
- B. Pennants may be individually placed outside of the public right-of-way commencing on Friday at 12:00 noon through Monday at 12:00 noon. The height of such pennants shall not exceed the height of the adjacent building.
- C. Banners may be allowed on the site provided it is not visible off the property or installed in the public right-of-way. Such banners shall be limited to twenty-four (24) square feet in size.

II. No permits will be required for these signs.

(Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91)